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PTO/SB/21 (08-00)

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	August 24, 2000
	First Named Inventor	Linda Smith et al
	Group Art Unit	3622
	Examiner Name	Young, John L.
Total Number of Pages in This Submission	Attorney Docket Number	23528-030

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney, Revocation <input checked="" type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CID, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  Enclosure(s): Amendment under Rule 37 CFR 1.111 (6 pgs.); Patent Application Fee Determination Record Form PTO/SB/06 (in Duplicate); Petition for Extension of Time under 37 CFR 1.136(a) (in duplicate) (1 pg.); Check No.: 295529 in the amount of \$205.00 (Fee for extension for response within two month); Certificate of Mailing and Return Receipt Postage
Remarks		

**RECEIVED**  
JUL 21 2003  
**GROUP 3600**

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Manatt, Phelps & Phillips, LLP Robert D. Becker (Reg. No. 37,778)
Signature	
Date	July 14, 2003

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date: <span>July 14, 2003</span>			
Typed or printed name	Sheena Hicks		
Signature		Date	July 14, 2003

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# FEE TRANSMITTAL for FY 2003

Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 205.00

## Complete if Known

Application Number 09/645,292  
Filing Date August 24, 2000  
First Named Inventor Linda Smith et al.  
Examiner Name Young, John L.  
Art Unit 3622  
Attorney Docket No. 23528-030

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account:

Deposit Account Number 50-1847

Deposit Account Name

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☐ Credit any overpayments

☒ Charge any additional fee(s) during the pendency of this application

☒ Charge fee(s) indicated below, except for the filing fee

to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING FEE

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1001	740	2001	370	Utility filing fee	
1002	330	2002	165	Design filing fee	
1003	510	2003	255	Plant filing fee	
1004	740	2004	370	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	
SUBTOTAL (1) (\$)					0.00

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims  - 20\*\* =  X  =   
Independent Claims  - 3\*\* =  X  =   
Multiple Dependent  =  0.00

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description
1202	18	2202	9	Claims in excess of 20
1201	84	2201	42	Independent claims in excess of 3
1203	280	2203	140	Multiple dependent claim, if not paid
1204	84	2204	42	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0.00

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	400	2252	200	Extension for reply within second month	205.00
1253	920	2253	460	Extension for reply within third month	
1254	1,440	2254	720	Extension for reply within fourth month	
1255	1,960	2255	980	Extension for reply within fifth month	
1401	320	2401	160	Notice of Appeal	
1402	320	2402	160	Filing a brief in support of an appeal	
1403	280	2403	140	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,280	2453	640	Petition to revive - unintentional	
1501	1,280	2501	640	Utility issue fee (or reissue)	
1502	460	2502	230	Design issue fee	
1503	620	2503	310	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	740	2809	370	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	740	2810	370	For each additional invention to be examined (37 CFR 1.129(b))	
1801	740	2801	370	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 205.00

## SUBMITTED BY

Name (Print/Type)

Robert D. Becker

Registration No.  
(Attorney/Agent)

37,778

Telephone

650.812.1300

Signature

Date

July 14, 2003

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

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Date of Deposit

Sheena Hicks

Name of Person Mailing Correspondence

Signature

Date

Please acknowledge receipt of the following by affixing hereon  
the Patent and Trademark date stamp and returning this card to  
our office.

Applicant: Linda Smith et al  
Application No.: 09/645,292  
For: **TARGETED MARKETING SYSTEM AND METHOD**  
Filed: August 24, 2000

**AMENDMENT UNDER RULE 37 CFR 1.11**

Attorney(s): Robert D. Becker  
Docket No.: 23528-030  
Client Name: FaceCake Marketing Technologies, Inc.  
Date of Deposit: July 14 2003  
Enclosure(s): Transmittal Form PTO/SB/21 (in duplicate) (1 pg.); Fee Transmittal  
Letter (in duplicate) (1 pg.); Amendment under Rule 37 CFR 1.11 (6 pgs.); Patent  
Application Fee Determination Record Form PTO/SB/06 (in duplicate); Petition for  
Extension of Time under 37 CFR 1.136(a) (in duplicate) (1 pg.); Change of  
Correspondence Address (1 pg.); Check No.: 295529 in the amount of \$205.00  
(Fee for extension for response within two month); Certificate of Mailing and  
Return Receipt Postcard

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PATENT APPLICATION FEE DETERMINATION RECORD					Application or Docket Number 09/645,292 (23528-030)	
CLAIMS AS FILED - PART I					SMALL OR OTHER THAN SMALL ENTITY	
(Column 1)		(Column 2)				
FOR	NUMBER FILED	NUMBER EXTRA			RATE	FEE
BASIC FEE (37 CFR 1.16(a))					\$	\$
TOTAL CLAIMS (37 CFR 1.16(c))		minus 20= *			x\$ =	x\$ =
INDEPENDENT CLAIMS (37 CFR 1.16(b))		minus 3= *			x =	x =
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(d))					+	+
					TOTAL	TOTAL
* If the difference in column 1 is less than zero, enter "0" in column 2						
CLAIMS AS AMENDED - PART A					SMALL OR OTHER THAN SMALL ENTITY	
(Column 1)		(Column 2)		(Column 3)		
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA			
	Total (37 CFR 1.16(c))	* 31	Minus	** 32	= 0	
	Independent (37 CFR 1.16(b))	* 3	Minus	*** 4	= 0	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d))					
	TOTAL ADDIT. FEE \$0.00					
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA			
	Total (37 CAR 1.16(c))	*	Minus	**	=	
	Independent (37 CAR 1.16(b))	*	Minus	***	=	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CAR 1.16(d))					
	TOTAL ADDIT. FEE					
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA			
	Total (37 CAR 1.16(c))	*	Minus	**	=	
	Independent (37 CAR 1.16(b))	*	Minus	***	=	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CAR 1.16(d))					
	TOTAL ADDIT. FEE					
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The highest Number Previously Paid For (Total or Independent) is the highest number found in the appropriate box in column 1.						

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